

# Maximize Value

## Case Study: Max PVN Enables Turkish Airline To Save Over 60% On Their Telephone Charges

*Net2Phone's Max PVN (Private Voice Network)  
delivers Onur Air monthly savings of \$22,000.*

### Our Partner

Onur Air ([www.onurair.com.tr](http://www.onurair.com.tr)) is one of the largest airlines in Turkey, reaching eight domestic destinations and 17 European countries. Onur Air has serviced the European market for 11 years, transporting more than 2.4 million passengers to 75 European cities on a yearly basis.



### The Challenge

Before deciding to embrace the benefits of a VoIP (Voice over Internet Protocol) calling solution, Onur Air spent approximately \$36,000 per month communicating between their worldwide offices and business contacts across the globe. In an attempt to reduce these costs, Onur Air first tested two popular VoIP products on the market, neither of which met their needs.

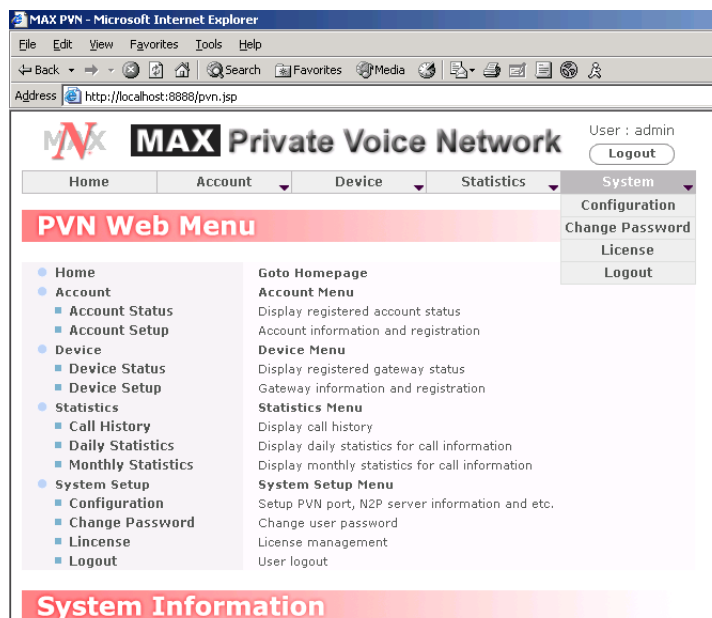
### The Max PVN Solution

Onur Air then tested the Max PVN, which enables companies to make free calls within their network, plus low-cost long distance calls to any phone in the world. The customizable Max PVN solution consists of:

- **Max PVN software**, which is installed at the headquarters location and supports up to 150 simultaneous calls.
- **Max hardware**, which is placed at each location on the Max PVN network. Hardware solutions range from a single-user IP telephone to the Max gateway series, supporting the calling requirements of various-sized offices.

A fraction of the cost of other multi-port communication products, the Max PVN delivers a quick and measurable return on investment by enabling companies to:

- **Reduce their costs** on calls to satellite offices, key business contacts and regular phones all over the world, made by both on-site and off-site employees
- **Protect their investment** in their current network and phone systems, since the Max PVN is a complementary solution that can be seamlessly integrated with a company's existing infrastructure
- **Lower their management and training costs** with a solution that is easy to implement, operate and provides employees with a familiar calling experience

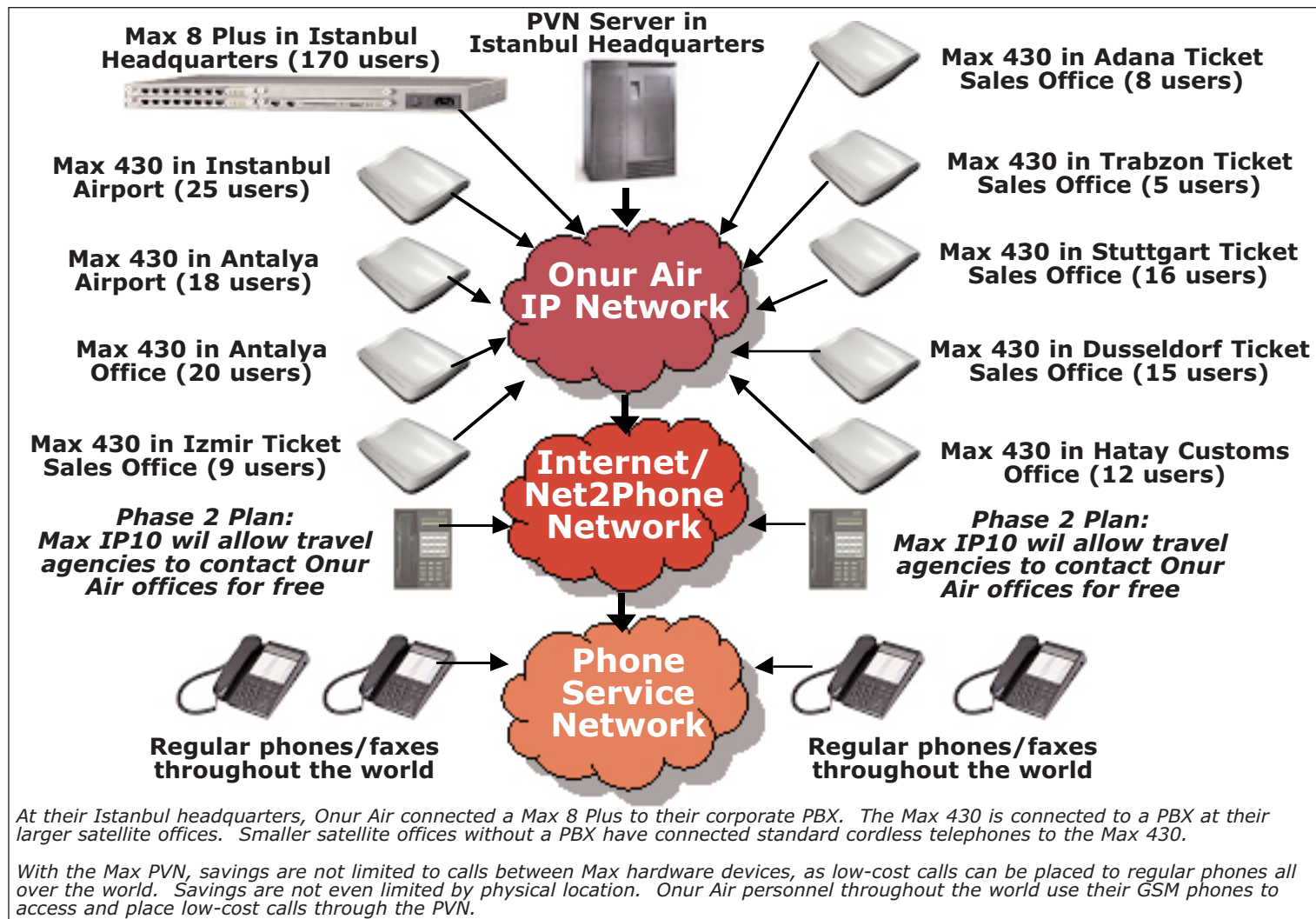


**"Since deployment of the Max PVN, we have seen a 55% reduction on our intercity telephone bills and a 70% reduction on our international telephone bills."**

**-Can Azun, IT Manager of Onur Air**

## The Implementation

After a brief review of their calling needs and plans for expansion, Onur Air chose to implement the Max PVN25 software, which enables up to 25 simultaneous calls and 250 maximum extensions. To test the service, they first placed Max gateways in their Istanbul and Antalya offices. After a successful trial, Onur Air quickly expanded their PVN network to include a total of 10 offices throughout Turkey and Europe:



With the program's success, Onur Air plans to quickly expand the Max PVN to another four or five locations, including their Paris office. In addition, they plan to enable travel agencies to call them for free by providing them with an IP phone and adding them to their PVN network. By providing this service, Onur Air can separate themselves from the competition and increase customer loyalty within the travel agent industry.

## The Bottom Line

By implementing the Max PVN, Onur Air has been able to quickly reduce their monthly telephone expenditures from \$36,000 to \$14,000. And, they have experienced another of the competitive advantages of the Max PVN, realizing a return on investment in just two months.

According to Can Azun, IT Manager of Onur Air, "Previously we had tried similar solutions from Cisco and Quintum, but we have made the right decision by choosing Net2Phone as our voice solution partner".

**For more information and to see how much you can save by implementing the Max PVN, please visit us at [www.net2phone.com/maxpvn](http://www.net2phone.com/maxpvn)**